



An expert session on Strategies of Perfect Pitch Deck for Startups

Date: 19th July, 2019

Time: 5 pm – 7 pm

Venue: Block 6, GTU Innovation Council, Ahmedabad

About the event:

The seminar was a part of Regional Sectoral Innovation Sessions happening across the state, at multiple GTU-GIC regional centers. The agenda of the program was majorly focused on early-stage startups that are facing challenges in creating pitch deck for their startup ideas; with the aim of enabling such startups to present their startup idea to all the broadcasters, financial partners and new platform representatives interested in their project for seeking investment or grants.

About the speaker:

Mr. Pulkit Bachhawat, practicing CA, investment banker from Mumbai, founder of the Right Pillar Advisor Pvt. Ltd.; mid-market focused leading consulting firm and a young organization started by passionate & well network professionals from investment banking industry with the aim to be a 360 degree consulting firm in all the service areas where client depends on consulting firm to leverage their experience for relevant outcome. Their current services in investment banking include Advisory on Equity Fund Raise – Private Equity & Venture Capital, Advisory on Debt Fund Raise, Valuation of Business, Valuation of Company, Corporate Restructuring – Amalgamation / Demerger, Strategic Sale, Merger & Acquisition, Support Services to Family Office Investment. Their management consulting services include Advisory on Setting up Best Industry Practices and Designing & Reporting of MIS.

Highlights from the Session:

The session initiated with a quote, “A smooth sea has never made a skilled sailor”. Mr. Pulkit mentioned that he is having experience of 11 years in the industry and having said that he was an employee who turned into an entrepreneur so if not anything at least I have empathy with all of you for what you guys are trying to do. As far as you are solving the right problem that is first and foremost important rather than building a billion dollar business, the focus should be on what the problem is and whether you can make some economic output of it, if yes then it is worthwhile venture to spend.

The session was further carried away with a round of introduction with startup founders and enthusiasts along with their queries and pain points around their ventures listed by Mr. Pulkit himself. He addressed each of the queries and here are some of the key takeaways, one should commercialize the problem, in marketing client always looks for ROI, government is die hard in electric vehicles but there is lack of charging infrastructure in India which is issue for consumers, OOH (Out of Home) industry is too much fragmented, he replied a marketing related query by illustrating an analogy that Dainik Bhasker is the 4th largest circulated newspaper worldwide, in initial days whenever they had to launch in a new city they had to compete with the local top number one number two newspaper and it was becoming difficult to manage the brand name so one the young guy in the company came with a solution that instead of 365 days what if we become number one in that city for just one day and put all the efforts to become number one on that day thus Dainik Bhasker managed to maintain the brand name.

He drew another analogy that in exam he used to focus that how can I reach 40 marks first then for the rest, same way we should target a segment out of which you can make some money and then grow accordingly. Another takeaway was somebody who is massively funded; you wouldn't be able to compete or you will have lot of founders in your company. He also mentioned that when it comes to launching a product, the first thing is not science, something that works out, it works out. He went through a pitch deck to explain some important points regarding what things to consider in a pitch deck and how to keep it crisp & short.

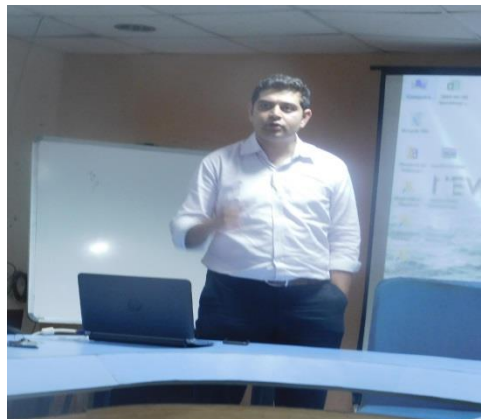
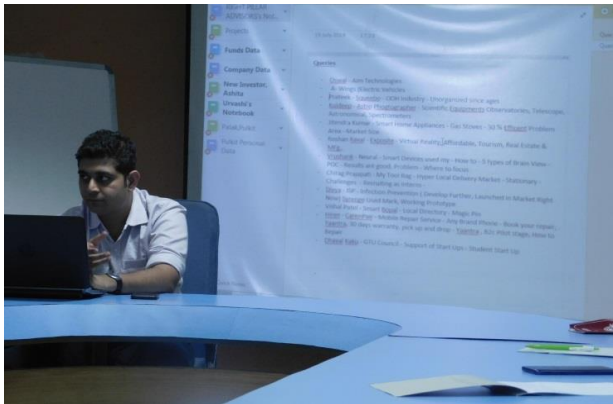
Suggested Format of Pitch Deck which takes around 7 minutes

A good pitch deck may include:

- Your company name with the tagline if any
- The problem definition
- The opportunity and Approachable Solution
- The competition Matrix (competition map)
- Business model with Alternatives
- Strategic operations along with reviewing progress
- Impact you want to make
- Recognitions & Achievement (awards & media coverage)
- Team profile with Skill Set
- Funding till date & requirement with projection
- Thank you note with contact details

The session concluded with networking over snacks.

Glimpses from the event:



Mr. Pulkit Bachhawat, Founder;
Right Pillar Advisor Pvt. Ltd.

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